

Fast Facts

7700 Wisconsin Avenue
Bethesda, MD 20814-3522
301.986.1999

DISCOVERY COMMUNICATIONS, INC.



FAST FACTS

Discovery Communications, Inc. (DCI) is a diversified multimedia company anchored by cable television's The Discovery Channel and The Learning Channel. DCI also operates businesses in home video, interactive multimedia, publishing, merchandising and international sales and distribution.

Discovery Networks, a division of Discovery Communications, Inc., manages and operates both The Discovery Channel and The Learning Channel. The Discovery Channel offers the finest in non-fiction entertainment to over 59 million U.S. households. The Learning Channel is the only cable network that consistently offers people of all ages -- from pre-schoolers on -- an enjoyable, entertaining way to learn and satisfy their natural curiosity.

PARENT COMPANY:

Discovery Communications, Inc.

HEADQUARTERS:

7700 Wisconsin Avenue
Bethesda, MD 20814-3522
(301) 986-1999 or (301) 986-0444 (Voice Mail)

LAUNCH DATE:

The Discovery Channel
June 1985

The Learning Channel
November 1980
(Acquired by Discovery Communications in May 1991)

SUBSCRIBERS:

The Discovery Channel: 59.4 million households
(Nielsen Universe Estimate, March 1993)

The Learning Channel: 19.5 million households
(Nielsen Universe Estimate, March 1993)
Does not include alternate technologies distribution

DISCOVERY COMMUNICATIONS, INC.

(continued)

EXECUTIVE COMMITTEE:

John S. Hendricks
Founder, Chairman and CEO
Discovery Communications, Inc.

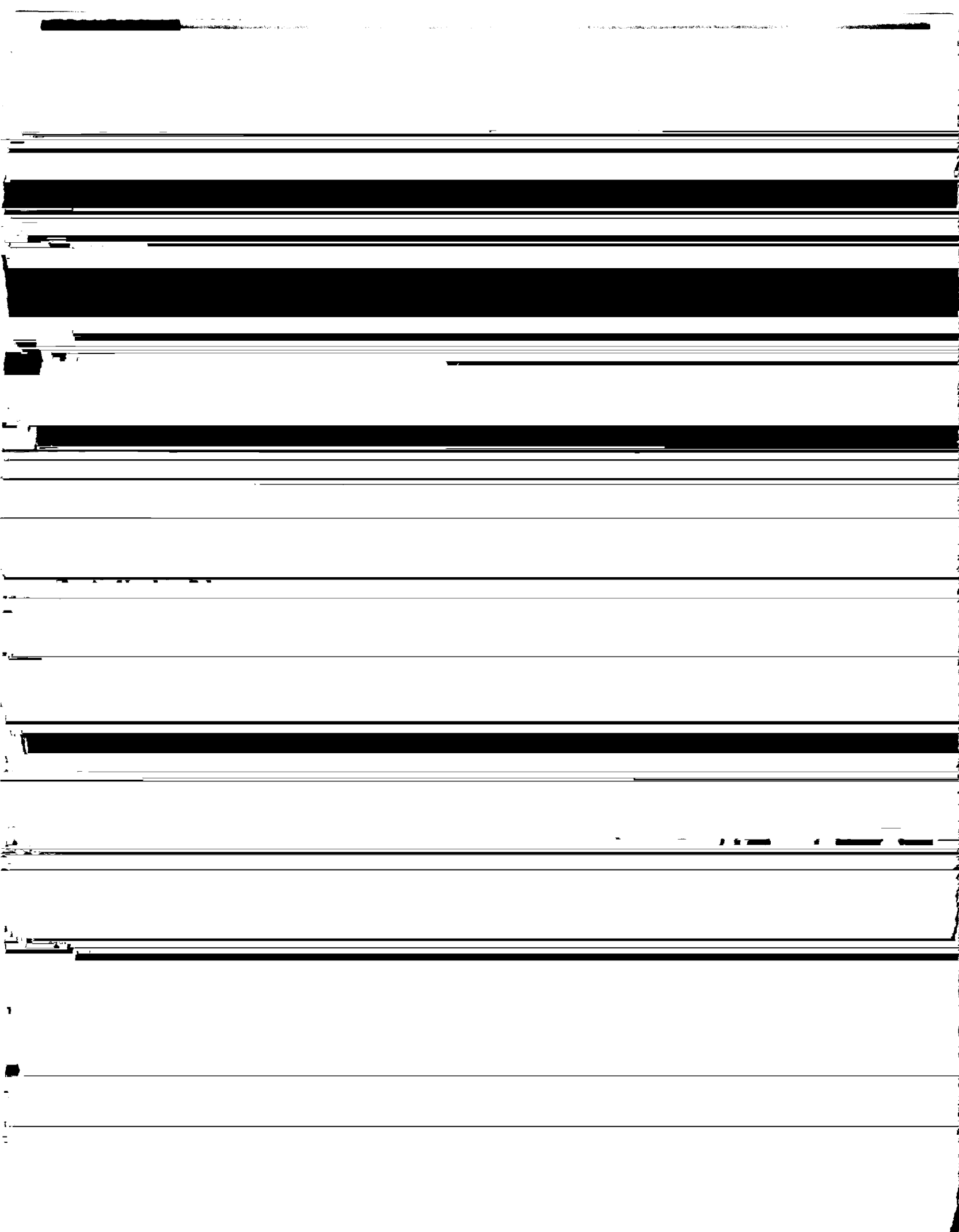
Ruth L. Otte
President and COO
Discovery Networks

Gregory B. Moyer
Executive Vice President
Programming Group

Greg Durig
Senior Vice President and
Chief Financial Officer

Domenick Fioravanti
Senior Vice President
Corporate Development
and International

Bill McGowan
Senior Vice President



Ruth L. Otte
(continued)

earned an enviable reputation for its innovative documentaries and nonfiction specials and series covering such topics as nature and the environment, science and technology, history, human adventure and world exploration. The Learning Channel, cable's premier education network, consistently offers people of all ages -- from pre-schoolers on -- an enjoyable, entertaining way to learn and satisfy their natural curiosity.

Otte is quick to share credit with her extraordinary management team, individuals who, she says, help her to continually learn and grow. She believes that learning and continually challenging fundamental assumptions are essential to the company's success. People at all levels are encouraged to innovate and take the lead to create and enroll their colleagues in collaborative goals and projects.

Before joining Discovery, Otte honed both her knowledge of the cable business and her management skills at MTV Networks, where she spent seven years, most recently as Vice President of Marketing for MTV and VH-1 in New York. Her prior background includes eight years of marketing and consumer research experience with major corporations that include The Coca Cola Company, Fuqua Industries, Inc., Eaton Corporation and ITT.

Otte holds an M.B.A. from Georgia State University (1978) and a B.S. from Bowling Green State University (1971) in Bowling Green, Ohio. She graduated magna cum laude from both institutions.

Otte is currently CEO in Residence with the Graduate School of Management & Technology at the University of Maryland, University College. Otte was the 1991 Chairman of the Cable Television Administration & Marketing Society and has served on its Board of Directors since 1987. Her accolades include: the cable industry's Woman of the Year in 1987; one of the Top Ten Women in Cable in 1989; winner of the National Cable Television Association's Vanguard Award for Leadership in 1991; and winner of Women of Distinction Award by the National Association for Women in Education in 1991.

TLC 1ST QTR 1993

**FEBRUARY AND MARCH ONLY

EAST / WEST
 4:00 a.m. / 1:00 a.m.
 4:30 a.m. / 1:30 a.m.
 5:00 a.m. / 2:00 a.m.
 5:30 a.m. / 2:30 a.m.
 6:00 a.m. / 3:00 a.m.
 6:30 a.m. / 3:30 a.m.
 7:00 a.m. / 4:00 a.m.
 7:30 a.m. / 4:30 a.m.
 8:00 a.m. / 5:00 a.m.
 8:30 a.m. / 5:30 a.m.
 9:00 a.m. / 6:00 a.m.
 9:30 a.m. / 6:30 a.m.
 10:00 a.m. / 7:00 a.m.
 10:30 a.m. / 7:30 a.m.
 11:00 a.m. / 8:00 a.m.
 11:30 a.m. / 8:30 a.m.

MONDAY

TUESDAY

TLC ELEMENTARY
SCHOOL

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

BOOKMICE		
JOIN IN!		
ZOOBILEE ZOO		
IRIS, THE HAPPY PROFESSOR		
THE MAGIC BOX		
KITTY CATS		
BOOKMICE	GARDENING FROM THE GROUND UP	MAD MATH
JOIN IN!	GREAT COUNTRY INNS	LEARN TO READ
ZOOBILEE ZOO	YAN CAN COOK	ARTS SUNDAY
IRIS, THE HAPPY PROFESSOR	NEW SOUTHERN COOKING WITH NATHALIE DUPREE	
THE MAGIC BOX	COOKING WITH THE URBAN PEASANT	
KITTY CATS	MADELEINE COOKS	

TLC 1ST QTR 1993

**FEBRUARY AND MARCH ONLY

EAST / WEST	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
4:30 p.m. / 1:30 p.m.	HOMETIME					FURNITURE ON THE MEND	THE SUNDAY STACK (Continued)
5:00 p.m. / 2:00 p.m.	YAN CAN COOK					HOMETIME	
5:30 p.m. / 2:30 p.m.	NEW SOUTHERN COOKING WITH NATHALIE DUPREE					THE DO IT YOURSELF SHOW	
6:00 p.m. / 3:00 p.m.	CUISINE RAPIDE					A HOUSE FOR ALL SEASONS	TEACHER TV
6:30 p.m. / 3:30 p.m.	COOKING WITH THE URBAN PEASANT					FROM HOUSE TO HOME	BEAKMAN'S WORLD
7:00 p.m. / 4:00 p.m.	RENOVATION ZONE/THE DO IT YOURSELF SHOW					RENOVATION ZONE	FURNITURE ON THE MEND
7:30 p.m. / 4:30 p.m.	HOMETIME					HOMETIME	FLOYD ON...
8:00 p.m. / 5:00 p.m.	ARCHAEOLOGY	A TRAVELER'S JOURNAL	BEAKMAN'S WORLD	THE OPERATION	BEAKMAN'S WORLD	GREAT COUNTRY INNS	CONNECTIONS
8:30 p.m. / 5:30 p.m.	THE WORLD: A TELEVISION HISTORY		ARCHAEOLOGY		TLC LTD.	COOKING WITH THE URBAN PEASANT	
9:00 p.m. / 6:00 p.m.	THE ANCIENT WORLD	COOKING WITH THE URBAN PEASANT	CONNECTIONS	SCIENCE FRONTIERS	THE FRIDAY FESTIVAL	A TRAVELER'S JOURNAL	THE ANCIENT WORLD
9:30 p.m. / 6:30 p.m.		GREAT COUNTRY INNS					
10:00 p.m. / 7:00 p.m.	ANCIENT JOURNEYS	HOMETIME	TLC PRESENTS	BELIEFS		ANCIENT JOURNEYS	THIS CENTURY
10:30 p.m. / 7:30 p.m.		FURNITURE ON THE MEND					
11:00 p.m. / 8:00 p.m.	ARCHAEOLOGY	A TRAVELER'S JOURNAL	BEAKMAN'S WORLD	THE OPERATION	THE FRIDAY FESTIVAL (Continued)	HOMETIME	CONNECTIONS
11:30 p.m. / 8:30 p.m.	THE WORLD: A TELEVISION HISTORY		ARCHAEOLOGY			FURNITURE ON THE MEND	
12:00 mid / 9:00 p.m.	THE ANCIENT WORLD	COOKING WITH THE URBAN PEASANT	CONNECTIONS	SCIENCE FRONTIERS		FLOYD ON...	THE ANCIENT WORLD

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TLC

2ND QTR 1993

EAST / WEST	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
4:00 a.m. / 1:00 a.m.		TLC ELEMENTARY SCHOOL					
4:30 a.m. / 1:30 a.m.							
5:00 a.m. / 2:00 a.m.							
5:30 a.m. / 2:30 a.m.							
6:00 a.m. / 3:00 a.m.							
6:30 a.m. / 3:30 a.m.							
7:00 a.m. / 4:00 a.m.							
7:30 a.m. / 4:30 a.m.							
8:00 a.m. / 5:00 a.m.							
8:30 a.m. / 5:30 a.m.							
9:00 a.m. / 6:00 a.m.							
9:30 a.m. / 6:30 a.m.							
10:00 a.m. / 7:00 a.m.							
10:30 a.m. / 7:30 a.m.							
11:00 a.m. / 8:00 a.m.							
11:30 a.m. / 8:30 a.m.							
12:00 noon / 9:00 a.m.							
12:30 p.m. / 9:30 a.m.							
1:00 p.m. / 10:00 a.m.							
1:30 p.m. / 10:30 a.m.							
2:00 p.m. / 11:00 a.m.							
2:30 p.m. / 11:30 a.m.							
3:00 p.m. / 12:00 noon							
3:30 p.m. / 12:30 p.m.							
4:00 p.m. / 1:00 p.m.							

BOOKMICE		
JOIN IN!		
ZOOBILEE ZOO		
IRIS, THE HAPPY PROFESSOR		
THE MAGIC BOX		
KITTY CATS		
BOOKMICE	GARDENING FROM THE GROUND UP	LEARN TO READY NO PROBLEM
JOIN IN!	AMISH COOKING FROM QUILT COUNTRY	THE WORLD: A TELEVISION HISTORY
ZOOBILEE ZOO	YAN CAN COOK	ARTS SUNDAY
IRIS, THE HAPPY PROFESSOR	NEW SOUTHERN COOKING WITH NATHALIE DUPREE	
THE MAGIC BOX	COOKING WITH THE URBAN PEASANT	
KITTY CATS	MADELEINE COOKS	
NEW SOUTHERN COOKING WITH NATHALIE DUPREE	FURNITURE ON THE MEND	THE SUNDAY STACK
MADELEINE COOKS	GO FISHING	
THE ART OF MEXICAN COOKING WITH DIANA KENNEDY	FLOYD ON...	
MICROWAVES ARE FOR COOKING	YAN CAN COOK	
YAN CAN COOK	NEW SOUTHERN COOKING WITH NATHALIE DUPREE	
CUISINE RAPIDE	COOKING WITH THE URBAN PEASANT	
MADELEINE COOKS	THE ART OF MEXICAN COOKING WITH DIANA KENNEDY	
COOKING WITH THE URBAN PEASANT	AMISH COOKING FROM QUILT COUNTRY	
RENOVATION ZONE/THE DO IT YOURSELF SHOW	GREAT COUNTRY INNS	

TLC

2ND QTR 1993

EAST / WEST	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
4:30 p.m. / 1:30 p.m.	HOMETIME					FURNITURE ON THE MEND	THE SUNDAY STACK (Continued)
5:00 p.m. / 2:00 p.m.	YAN CAN COOK					HOMETIME	
5:30 p.m. / 2:30 p.m.	NEW SOUTHERN COOKING WITH NATHALIE DUPREE					GO FISHING	
6:00 p.m. / 3:00 p.m.	CUISINE RAPIDE					THE DO IT YOURSELF SHOW	TEACHER TV

FAST FACTS

Greg Moyer

Executive Vice President Programming Group Discovery Communications, Inc.

As Executive Vice President of Programming for Discovery Communications, Inc. (DCI), Greg Moyer oversees the creation and acquisition of DCI's programming both domestically and internationally as the company continues to add services worldwide.

Moyer joined The Discovery Channel at launch in August 1985 as Director of Communications. In January 1987, he was named Vice President of Marketing and Communications and served in that post until November 1988 when he was promoted to Senior Vice President of Programming and assigned to lead the company into original production as well as oversee programming on The Discovery Channel and, beginning in 1991, on The Learning Channel. Moyer was promoted to the position of Executive Vice President of Programming for DCI in January 1993.

As Executive Vice President of DCI's Programming Group, Moyer is responsible for the following areas: Discovery Channel-U.S.; Learning Channel-U.S.; Discovery Productions Group; Shared Program Services; and Corporate Partnerships. He is also responsible for the Discovery International programming division, with the exception of TDC-Europe and The Learning Channel in the United Kingdom.

-more-

Greg Moyer
(continued)

Since assuming responsibilities for programming in 1988, Moyer has steered Discovery into an aggressive strategy of original and co-production. Among the first programs were **Ivory Wars**, the critically acclaimed examination of elephant poaching in East Africa, and **Black Tide**, a one-year retrospective look at the tragic oil spill in Valdez, Alaska. Discovery's first originally commissioned series, **Invention**, produced in association with The Smithsonian Institution and the Beyond International Group, premiered in the fall of 1990. Today, there are over 300 hours of original production in the Discovery pipeline.

As head of Marketing and Communications, Moyer's first contributions included launching the award-winning **TDC** magazine (relaunched in September 1992 as **Destination Discovery**); creating the first trade advertising campaign for Discovery; and designing print materials for Discovery affiliates and press promotion.

Moyer was also one of two project art directors responsible for creating Discovery's new on-air promotional package. The on-air look won the "Best of Show" award in the Broadcast Designers Association's 10th Annual International Design competition in 1988.

After graduating from Bucknell University with a B.A. in Communications (1975), Moyer worked as an editor for a chain of daily newspapers in suburban Philadelphia before leaving to incorporate as a freelance photographer, writer, editor and designer. In 1980, he moved to Washington and accepted the post as Director of Communications for the Center of Science in the Public Interest, where he designed and executed a media and marketing plan that drove membership of the Washington, D.C.-based non-profit organization from 25,000 to 80,000 members.

Moyer left the Center for Science to accept the post at Discovery less than two months after the cable service launched.

THE DISCOVERY CHANNEL

1ST QUARTER 1993

EAST / WEST	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
9:00 AM / 6:00 AM	ASSIGNMENT DISCOVERY					MOTHER NATURE: TALES OF DISCOVERY	DEAF MOSAIC
9:30 AM / 6:30 AM						WILD SIDE	COLLECTOR'S JOURNAL WITH RALPH AND TERRY KOVEL
10:00 AM / 7:00 AM	DISCOVERY ON THE GO					MAC & MUTLEY	HOMEWORKS
10:30 AM / 7:30 AM	GREAT CHEFS					THOSE INCREDIBLE ANIMALS	EASY DOES IT
11:00 AM / 8:00 AM	THE LOW CHOLESTEROL GOURMET					IN THE WILD WITH HARRY BUTLER	THE LOW CHOLESTEROL GOURMET
11:30 AM / 8:30 AM	GRAHAM KERR					WORLD ALIVE	GREAT CHEFS
12:00 PM / 9:00 AM	EASY DOES IT					ANYTHING IS POSSIBLE/ PUSHING THE LIMITS	NATURE WATCH
12:30 PM / 9:30 AM	HOMEWORKS					WILD ABOUT WHEELS	EARTH JOURNAL
1:00 PM / 10:00 AM	PASQUALE'S KITCHEN EXPRESS					WINGS II	DISCOVERY JOURNAL
1:30 PM / 10:30 AM	GREAT CHEFS						
2:00 PM / 11:00 AM	THE LOW CHOLESTEROL GOURMET					WORLD OF VALOR	DISCOVERY SHOWCASE
2:30 PM / 11:30 AM	GRAHAM KERR					HEART OF COURAGE	
3:00 PM / 12:00 PM	EASY DOES IT					NATURE WATCH	FILMS FOR THE FAMILY
3:30 PM / 12:30 PM	HOMEWORKS					EARTH JOURNAL	
4:00 PM / 1:00 PM	DISCOVERY ON THE GO					THE DISCOVERY SIGNATURE SERIES	
4:30 PM / 1:30 PM							TRAVEL & ADVENTURE
5:00 PM / 2:00 PM	BEYOND 2000					DISCOVERY JOURNAL	MAC & MUTLEY
5:30 PM / 2:30 PM							THOSE INCREDIBLE ANIMALS



EAST / WEST	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
6:00 PM / 3:00 PM	MOTHER NATURE					THE NATURAL WORLD	WINGS	
6:30 PM / 3:30 PM	WILDLIFE CHRONICLES							
7:00 PM / 4:00 PM	DISCOVERY PRESENTS					MAC & MUTLEY	THE NATURE OF THINGS	
7:30 PM / 4:30 PM						THOSE INCREDIBLE ANIMALS		
8:00 PM / 5:00 PM	THE NATURAL WORLD	TERRA X	DISCOVERY PRESTIGE	SAFARI	WILDLIFE CHRONICLES	LIVING PLANET	WILDLIFE TALES	P R I M E T I M E
8:30 PM / 5:30 PM		ARTHUR C. CLARKE'S WORLD OF STRANGE POWERS					THE ARCTIC	
9:00 PM / 6:00 PM	DISCOVERY SHOWCASE	INVENTION	WINGS	WORLD OF VALOR	FIREPOWER	THE X-PLANES	DISCOVERY SUNDAY	
9:30 PM / 6:30 PM		THE SECRET LIFE OF MACHINES		THOSE WHO DARE	G.I. DIARY			
10:00 PM / 7:00 PM	PORTRAIT OF A PEOPLE	THE DISCOVERY SIGNATURE SERIES	BEYOND 2000	THE ADVENTURERS	THE DISCOVERY PROFILE SERIES	CHALLENGE		
10:30 PM / 7:30 PM							HEART OF COURAGE	
11:00 PM / 8:00 PM	THE NATURAL WORLD	TERRA X	DISCOVERY PRESTIGE	SAFARI	WILDLIFE CHRONICLES	LIVING PLANET	WILDLIFE TALES	
11:30 PM / 8:30 PM		ARTHUR C. CLARKE'S WORLD OF STRANGE POWERS					THE ARCTIC	
12:00 AM / 9:00 PM	DISCOVERY SHOWCASE	INVENTION	WINGS	WORLD OF VALOR	FIREPOWER	THE X-PLANES	DISCOVERY SUNDAY	
12:30 AM / 9:30 PM		THE SECRET LIFE OF MACHINES		THOSE WHO DARE	G.I. DIARY			
1:00 AM / 10:00 PM	PORTRAIT OF A PEOPLE	THE DISCOVERY SIGNATURE SERIES	BEYOND 2000	THE ADVENTURERS	THE DISCOVERY PROFILE SERIES	CHALLENGE		
1:30 AM / 10:30 PM							HEART OF COURAGE	
2:00 AM / 11:00 PM	DISCOVERY PRESENTS					DISCOVERY JOURNAL	THE NATURE OF THINGS	
2:30 AM / 11:30 PM								

THE DISCOVERY CHANNEL

2ND QUARTER 1993

ET/PT	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
9:00 AM	ASSIGNMENT DISCOVERY					MOTHER NATURE TALES OF DISCOVERY	DEAF MOSAIC
9:30 AM	DISCOVERY ON THE GO! (WEEK OF JUNE 21)					ANIMAL WONDER DOWN UNDER	EASY DOES IT
10:00 AM	DISCOVERY ON THE GO!					FILMS FOR THE FAMILY	HOMEWORKS
10:30 AM	GREAT CHEFS						PET CONNECTION
11:00 AM	THE LOW CHOLESTEROL GOURMET						THE LOW CHOLESTEROL GOURMET
11:30 AM	GRAHAM KERR					PET CONNECTION	GREAT CHEFS
12:00 PM	EASY DOES IT					MAC & MUTLEY	NATURE WATCH
12:30 PM	HOMEWORKS					THOSE INCREDIBLE ANIMALS	EARTH JOURNAL
1:00 PM	PASQUALE'S KITCHEN EXPRESS					WINGS II	DISCOVERY JOURNAL
1:30 PM	GREAT CHEFS						
2:00 PM	THE LOW CHOLESTEROL GOURMET					WILD ABOUT WHEELS	DISCOVERY SHOWCASE
2:30 PM	GRAHAM KERR					HOLLYWOOD STUNTMAKERS	
3:00 PM	EASY DOES IT					NATURE WATCH	WORLD ALIVE
3:30 PM	HOMEWORKS					EARTH JOURNAL	IN THE WILD WITH HARRY BUTLER
4:00 PM	DISCOVERY ON THE GO!					DISCOVERY SIGNATURE SERIES	MAC & MUTLEY
4:30 PM							THOSE INCREDIBLE ANIMALS
5:00 PM	BEYOND 2000					DISCOVERY JOURNAL	HEART OF COURAGE
5:30 PM							WORLD OF VALOR
6:00 PM	MOTHER NATURE					THE NATURAL WORLD	WINGS II
6:30 PM	WILDLIFE CHRONICLES						
7:00 PM	DISCOVERY PRESENTS					MAC & MUTLEY	THE NATURE OF THINGS
7:30 PM						THOSE INCREDIBLE ANIMALS	
8:00 PM	THE NATURAL WORLD	TERRA X	DISCOVERY PRESTIGE	SAFARI	WILDLIFE CHRONICLES	CHALLENGE	WILDLIFE TALES
8:30 PM		A.C. CLARK'S MYSTERIOUS WORLD			PROFILES OF NATURE		WILDLIFE JOURNEYS
9:00 PM	DISCOVERY SHOWCASE	INVENTION	WINGS	FIREPOWER	WORLD OF VALOR	FRONTIERS OF FLIGHT	DISCOVERY SUNDAY
9:30 PM		NEXT STEP		G.I. DIARY	SKYBOUND		
10:00 PM	A WORLD AWAY	DISCOVERY SIGNATURE SERIES	BEYOND 2000	THE ADVENTURERS	DISCOVERY PROFILE SERIES	JUSTICE FILES	
10:30 PM				HEART OF COURAGE			
11:00 PM	11 PM - 2 AM: REPEAT OF 8 PM - 11 PM						
2:00 AM	DISCOVERY PRESENTS					DISCOVERY JOURNAL	THE NATURE OF THINGS
2:30 AM							



FAST FACTS

John Hendricks

Founder, Chairman and CEO Discovery Communications, Inc.

Recently hailed by **Business Week** magazine as "the conscience of cable," John S. Hendricks is founder, Chairman of the Board and Chief Executive Officer of Discovery Communications, Inc. (DCI).

DCI owns and operates cable television's The Discovery Channel and The Learning Channel, as well as ancillary businesses in home video, interactive video, magazine publishing, and international program and distribution.

He incorporated the company, originally called Cable Educational Network, Inc., in 1982 in order to develop a new cable television service. As a result of these efforts, The Discovery Channel was launched on June 17, 1985. As the founder of The Discovery Channel, Hendricks created America's first cable network designed to provide world class documentary programming in the areas of nature, science and technology, history, human adventure and world exploration. The Learning Channel, which the company acquired in May 1991, complements Discovery with its mission to consistently offer people of all ages -- from pre-schoolers on -- an enjoyable, entertaining way to learn and satisfy their natural curiosity.

With an initial investment of \$25 million and Hendricks' obsession to bring documentary programming and innovative specials to American television, The Discovery Channel has become one of the fastest growing cable television networks and now ranks fifth in size, with nearly 59 million subscriber households.

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John Hendricks

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Hendricks also serves as: Chairman, Board of Governors, National Academy of Cable Programming; Member, Board of Directors, University of Maryland Foundation; Member, James Madison Council, Library of Congress; Member, National Council, National Museum of Natural History, Smithsonian Institute; Member, Board of Directors, Cable Television Advertising Bureau; and Member, Advisory Board, Lowell Observatory.

Before Discovery, Hendricks served as president of the American Association of University Consultants (AAUC) - from 1976 to 1982. Hendricks founded AAUC, a private consulting organization specializing in media relations, television distribution to educational programming and direct mail marketing of educational programs and services. Clients of AAUC during Hendricks' tenure included over 160 colleges, universities and educational film distributors. AAUC worked to generate corporate grant support for university media projects and research activities in the sciences.

In conjunction with his AAUC duties between 1974 and 1980, Hendricks served as Director of Corporate Relations for the University of Maryland (Central Administration). Hendricks managed efforts that generated corporate and foundation contributions totalling \$7 million annually.

From 1973 to 1974, Hendricks served as Director of Community and Governmental Relations for the University of Alabama in Huntsville. While serving as Director, Hendricks raised \$3 million in contract awards.

Hendricks holds a B.A. in History (Magna Cum Laude, 1973) and an Honorary Doctorate (1991) from the University of Alabama in Huntsville.

FAST FACTS

HISTORICAL HIGHLIGHTS

1985

June 17

With financial backing from New York Life Insurance, Allen and Company Inc., and Group W Satellite Communications, The Discovery Channel, headed by founder, Chairman and CEO John Hendricks, launches on Galaxy 1 satellite, transponder 22, with approximately 156,000 subscribers.

1986

June

Four multiple system cable operators (MSOs) join previous backers in making an investment in The Discovery Channel. They are: United Cable Television Corp., Cox Cable Communications, Inc., Newhouse Broadcasting Corp., and Tele-Communications Inc. (TCI).

June 17

Discovery marks first anniversary, serving seven million subscribers.

July

Discovery offers the cable industry's first rebate affiliate program allowing operators to receive rebates on their sub fees, based upon advertising sales revenues.

October

Former MTV Networks VP of Marketing, Ruth Otte, is named President and Chief Operating Officer of Discovery.

1987

January

Discovery expands its programming schedule from 12 to 18 hours daily.

-Continued



Discovery Communications, Inc.

History/page two

February

Discovery, in association with Orbita Technologies Corporation, makes television history by broadcasting 66 hours of live Soviet television. **Russia: Live From the Inside** gives Americans their first glimpse of domestic Soviet television.

June 17

Discovery celebrates its second birthday announcing an unprecedented growth of 8.4 million subscribers for the first quarter of 1987, bringing subscriber base to 10.4 million (an increase of 100% over the previous

FAST FACTS

Discovery Communications, Inc.
History/page three

1989

January

Discovery is named the fastest growing cable television network for the second year in a row by A.C. Nielsen.

March

Discovery subscriber base passes the 40 million mark with 40.6 million households on line (Nielsen, March 1989).

April

Cox Communications, Inc., NewChannels Corp. and TCI Development Corp. purchase shares of Discovery previously held by Allen and CO., New York Life, Westinghouse and other non-MSO investors of the network.

Discovery launches The Discovery Channel - Europe to more than 200,000 homes in the United Kingdom and Scandinavia.

Discovery ranks among the top cable networks in non subscriber interest in Beta Research Corp.'s national non-subscriber poll.

September

Discovery launches its educational initiative, **Assignment Discovery**, a one-hour weekday morning program designed to be taped by teachers for use in the classroom.

Discovery begins week-long tribute to Africa with **Safari Live! Africa Watch**, an unprecedented live transmission from Kenya's Masai Mara Game Reserve. The tribute continued with **Ivory Wars**, and concluded with **Student Safari** which provided a live audio and video link between students in a Washington, D.C. television studio and African wildlife experts in Kenya.

November

Discovery passes 50 percent penetration of all U.S. TV households with a subscriber count of 46.1 million homes.



1990

January

Discovery launches The Discovery Interactive Library, cable television's first entry into the interactive video market.

February

Discovery forms its first corporate programming partnership, signing an agreement with Mobil Corporation, Saudi Basic Industries Corporation (SABIC), and the Saudi Arabian Oil Company (Saudi ARAMCO). The agreement supports the world television premiere of **Arabia: Sand, Sea & Sky**.

April

Discovery enters the home video arena via direct home video sales. Initial offerings include a minimum of one video per month.

Discovery passes the 50 million subscriber mark according to A.C. Nielsen's May Universe Estimate. Discovery stands at 50,367,000 households and ranks as the 7th largest cable network.

Discovery ranks #1 in non-subscriber interest (43%) in second annual Beta non-subscriber survey -- well ahead of CNN (35%), ESPN (35%) and AMC (33%).

May

Discovery announces that it will double its original programming hours and offer nearly seven times as many hours of originally created anthologies for its upcoming season.

September

Nielsen announces that Discovery is available to 52.5 million households, making it the sixth largest cable network and surpassing MTV.

1991

March

Discovery's Production Unit launches its quarterly **Discovery Specials** with the world television premiere of **Citizen Carter**, a chronicle of Jimmy Carter's post-presidential years.

February	Yankelovich Monitor study finds that Discovery is the most recognized environmental cable network, according to a survey of television viewers.
March	Discovery offers its viewers a fresh look at the 1992 presidential hopefuls with its timely special, The Presidential Candidates: Address to the Nation . The two-hour program is anchored by CBS News veteran Walter Cronkite.
April	<p>Discovery presents its most ambitious original production, In the Company of Whales, a feature length film that captures the true beauty and essence of the world's largest mammals. The film is hosted by the world's foremost whale expert, Roger Payne.</p> <p>The Learning Channel launches Teacher TV as a weekly series in response to the overwhelmingly positive feedback of teachers to the November 1991 pilot.</p>
May	<p>The Discovery Channel announces its fall season lineup, its most ambitious ever, with 33 percent of programming original, co-produced or commissioned.</p> <p>Discovery is again #1 in non-subscriber interest (62%) versus CNN (52%) and the Family Channel (43%). Discovery's new acquisition, The Learning Channel, is ranked #1 in non-subscriber interest among new channels (35%), outranking Comedy Central (28%) and the Sci-Fi Channel (26%).</p>
June 17	The Discovery Channel marks its 7th anniversary ranked as the 5th largest cable network with 57.8 million subscribers.
July	Discovery receives its first prime-time Emmy nomination as In the Company of Whales is nominated by the Academy of Television Arts and Sciences in the category of Informational Special.



LET'S YOUR WORLD REACH IT

ALASKAN
BEARS



ALASKAN BEARS

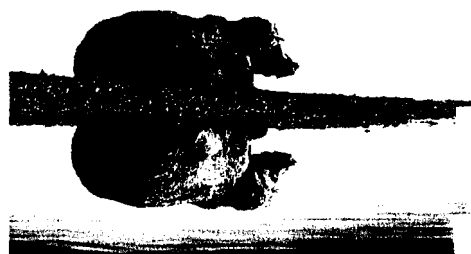
Going where no camera has gone before, the producers of *Alaskan Bears* create respect and concern for these awe-inspiring creatures.

Filming with the aid of bear experts from the Alaska State Department of Fish and Game, *Alaskan Bears'* camera crews were able to get incredibly close to their subjects in never-before-seen, remote areas of Alaska. The **one-hour** special focuses on how the bears have adapted to a tough Alaskan environment.

Extraordinary footage shows bears preparing for hibernation, searching for food, and going on "spring break" – a period when the usually isolated creatures enjoy each others' company. Breathtaking cinematography captures the land in which they live: volcanic mountains and rugged shorelines.



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PUSHING
THE LIMITS

